



PATENT ABSTRACTS OF JAPAN

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(57) Abstract:

PROBLEM TO BE SOLVED: To adopt a coupon system by obtaining the cost sharing amount of a member store issuing a coupon ticket or the cost returning amount of a member store where the coupon ticket is used, based on the issuance and usage of coupon tickets.

SOLUTION: An electronic mall server 1 is connected to plural consumer clients 2, plural member store clients 3 and electronic mall clients 3' through a network 4 such as a public line network to provide an on-line shopping function for the clients 2 and 3. The cost sharing amount or the cost returning amount is previously determined by preparing a cost share defining table by member stores and the electronic mall clients 3 and 3'. Then, based on the cost sharing amount and the cost returning amount of each member store, the cost sharing of each member store is obtained by a coupon totaling part 108 through the use of issuance and usage of coupon tickets and a cost share defining table managed by the coupon managing part 107 of the server 4.

